

Subject: RE: Halloween and DT Guide

From: Michael Filson </O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=015ABE60B32E482083713F9E7AEA14CE-MFILSON>

Date: 08/28/2017 05:11 PM

To: Michael Lamb <Michael@downtownnews.com>

CC: Christy Anderson <canderson@downtownla.com>, Rick Schwartz <rick@downtownnews.com>

Michael,

Thanks for sending over.

Can you verify the spend for Halloween? I don't recall spending that much last year for ads for Halloween.

Let me know.

Mike Filson

DCBID

Associate Director, Marketing & Community Relations

From: Michael Lamb [mailto:Michael@downtownnews.com]

Sent: Monday, August 28, 2017 3:29 PM

To: Michael Filson <mfilson@downtownla.com>

Cc: Christy Anderson <canderson@downtownla.com>; Rick Schwartz <rick@downtownnews.com>

Subject: Halloween and DT Guide

Hello Michael and Christy

In anticipation of our meeting tomorrow, I have put together a brief outline of what you spent last year for your Halloween event and how we could apply it to this year's schedule.

2016 Spend: \$7480

Print: Ads included 3- 2/3 page ads and 2 front page banners along with special calendar listings in October.

Web: 2 weeks on the Carousel, 2 weeks on Leaderboard B. along with web calendar listings.

Downtown Guide

2016 Spend: \$4995 Full page

I would love to go over the great opportunity that the Downtown News presents and come up with

a great strategy for this year.

Please clear both myself and Rick Swartz in the lobby for our 3pm meeting.
We look forward to being there.

Michael Lamb
Account Executive
Los Angeles Downtown News
1264 W. First Street
Los Angeles, CA 90026

213-482-5932 Direct
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michael@ladowntownnews.com

<http://www.ladowntownnews.com/>

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ASK ME ABOUT OUR 2018 DOWNTOWN GUIDE

On Aug 25, 2017, at 3:24 PM, Michael Filson <MFilson@downtownla.com> wrote:

Looking forward to meeting him.

Mike Filson
DCBID
Associate Director, Marketing & Community Relations

From: Michael Lamb [<mailto:Michael@downtownnews.com>]
Sent: Friday, August 25, 2017 3:30 PM
To: Michael Filson <mfilson@downtownla.com>
Cc: Christy Anderson <canderson@downtownla.com>
Subject: Re: DT News

Thanks!

I'm also going to bring along our new ad director Rick Schwartz

Michael Lamb
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ASK ME ABOUT OUR 2018 DOWNTOWN GUIDE

On Aug 25, 2017, at 3:12 PM, Michael Filson <mfilson@downtownla.com> wrote:

Michael,

How is next Tuesday at 3pm at our office?

Mike Filson
DCBID
Associate Director, Marketing & Community Relations

From: Michael Lamb [<mailto:Michael@downtownnews.com>]

Sent: Friday, August 25, 2017 2:06 PM

To: Christy Anderson <canderson@downtownla.com>; Michael

Filson <mfilson@downtownla.com>

Subject: DT News

Hello Christy and Michael

I was hoping to schedule a meeting with you two next week to discuss some opportunities that coming your way.

Let me know what works for you.

Michael Lamb
Account Executive
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